

smps[®]

**Society for Marketing
Professional Services**



The Center for A/E/C Business Growth

Transform your career and your firm.

smps.org

Connecting, empowering, and inspiring A/E/C professionals since 1973.



The Society for Marketing Professional Services (SMPS) is the leading association dedicated to serving the needs of marketing and business development professionals in the architecture, engineering, and construction (A/E/C) industry. With more than 7,000 members and a network of industry leaders, **SMPS** provides opportunities for education, networking, and professional growth.

As the business world and built environment continue to evolve, SMPS and its members stay ahead of the curve and continue to transform the way A/E/C firms do business. Companies tap into the Society's powerful network to form partnerships, secure business referrals, and benchmark performance.

OUR MISSION:

To connect, empower, and inspire professionals toward lifelong learning and to champion business evolution in the A/E/C industry.

OUR VISION:

Business transformed through marketing leadership.



Your center for A/E/C business growth.

SMPS brings together A/E/C professionals from different disciplines and a wide range of firms, all sharing common goals and challenges. Our 7,000-plus members belong to **58 local chapters** and enjoy a wide variety of benefits. Through our programs, members gain opportunities to bring practical and leading-edge knowledge and skills back to their firms.

- Get connected to top-quality education and critical business and career resources
- Access marketing and business development resources to drive more effective results
- Benefit from leadership opportunities, training, and skills to build your career and your firm's business
- Amplify your influence with your team and firm to create more business opportunities
- Join a community of like-minded peers advancing the value of marketing and business development in the A/E/C industry and in the success of their firms

REASONS TO JOIN

For a full list of member benefits and resources, visit [Reasons To Join](#).

QUESTIONS ABOUT MEMBERSHIP?

Reach out to membership@smps.org.



Become a part of your next professional community.

Within today's most successful A/E/C firms, marketing and business development work hand in hand. SMPS leads that charge and helps members and their firms stand out. Our powerful network consists of more than 7,000 A/E/C professionals that work for some of the top design and build companies in the world.

BUILD YOUR NETWORK

SMPS connects you with other A/E/C professionals looking to share ideas and best practices from all types of firms, large and small, multidisciplinary and specialized.

SHARPEN YOUR SKILLS

SMPS is the go-to resource for marketers, business developers, and firm leaders who want to further their education and evolve their skillset.

DIFFERENTIATE YOUR FIRM

By understanding and mastering the six domains of practice for professional services marketing, you'll learn how to position your firm and yourself for success.

ADVANCE YOUR CAREER

SMPS professional development gives you the opportunity and knowledge base to learn, lead, and excel.

Help your firm drive profit and growth.



As the A/E/C industry continues to evolve, SMPS leads the way with the latest tools, resources, and opportunities to help you and your firm drive profit and growth. We believe that marketers and business developers play vital roles in the process—and we're here to help you and your firm succeed.

RESEARCH

The **SMPS Foundation** develops research reports and surveys on industry trends. At the same time, the Foundation continually seeks to identify and evaluate evolving marketing and business development practices that provide information needed to achieve effective results in the changing business environment.

PUBLICATIONS

Knowledge is power and SMPS produces a wealth of content. Some of our **publications** include MARKENDIUM, the SMPS Body of Knowledge, numerous e-books, and our award-winning **Marketer** journal that comes out every other month.

NETWORKING AND LIFELONG LEARNING

SMPS provides a wide range of in-person opportunities to connect, learn, and grow. We also offer webinars and online experiences, all with a member discount, as well as archived learning labs complimentary with membership.

EXCLUSIVE ONLINE COMMUNITY

MySMPS allows members to build their network, join groups, participate in discussions, and access the member directory and the Marketing Resource Center.

RECOGNITION

Being recognized by industry peers is a longstanding tradition of SMPS. Our annual accolades include the Marketing Communications Awards, Fellows Recognition, Emerging Leader of the Year, Business Developer of the Year, and others.

**Grow your
network, firm,
and career.**

**Join SMPS
today.**

As the Center for A/E/C Business Growth, we believe that learning is your competitive advantage and connection is your strategic edge. Networking within the SMPS community has the power to open doors to new opportunities and enables individuals to tap into a wealth of knowledge, resources, and support that can fuel professional growth—and the growth of your firm.



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**BUSINESS TRANSFORMED THROUGH
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